



RÔTISSERIE PORTUGAISE

JOIN THE FIRST AND LARGEST CHAIN OF  
**AUTHENTIC PORTUGUESE**  
**ROTISSERIES**  
IN QUEBEC



*Fresh, generous & affordable*



Piri Piri Rotisserie was the dream of a young entrepreneur Antoine C. Assuncao, his goal was to be the first to open a chain of Portuguese Rotisseries serving delicious and traditional Chicken & Grilled meats prepared quickly in front of customers.

The beginning was in 2012, in Montreal, Canada and despite many challenges in the early stages, but with determination and perseverance, Antoine opened his first location on Masson Street and was determined to make it work because he believed that if you offer delicious, fresh food with generous portions, affordable prices and combine that with exceptional customer service, it will be successful.

Today, Piri Piri Rotisseries has 5 locations in the Montreal area serving award winning chicken and grilled meats for walk-in customers, take out, delivery and caters to special events.

*How it all began*

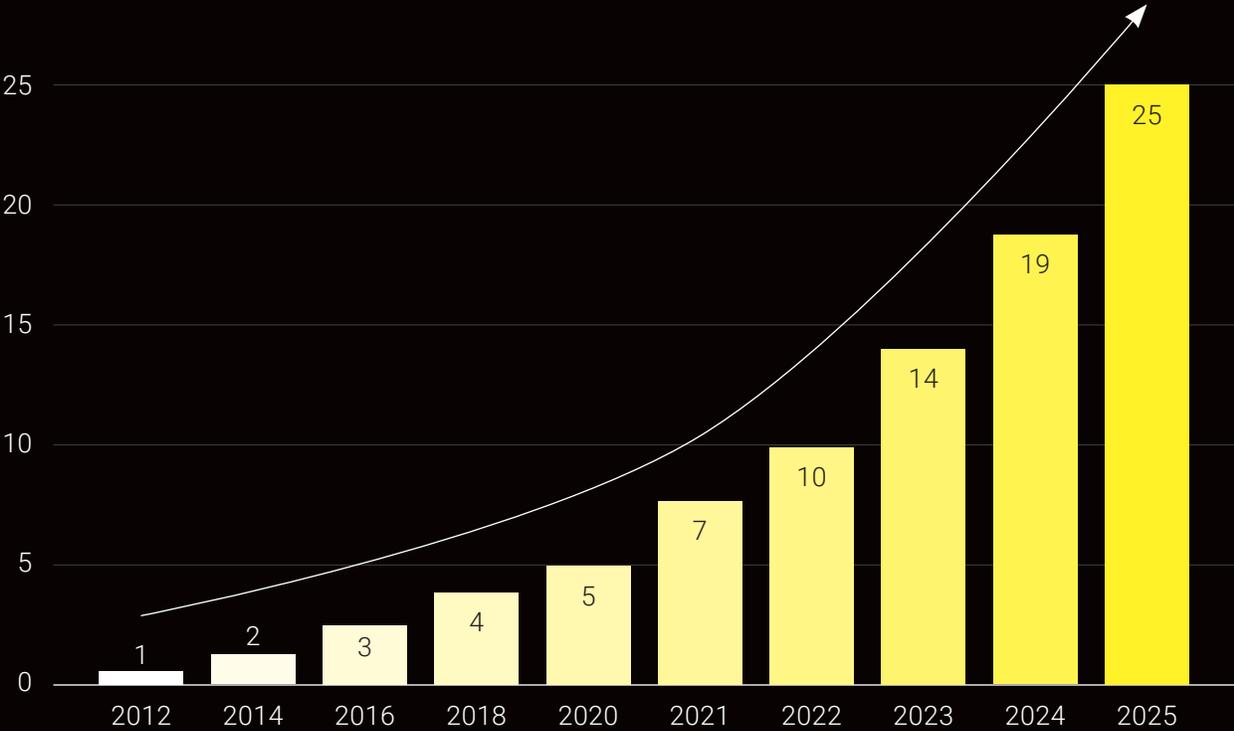
The first of its kind in Quebec, Piri Piri Rotisseries has transformed the rich, fresh and generous Portuguese cuisine into a quick service restaurant (QSR) concept while preserving the authenticity specific to that cuisine.

Piri Piri created its famous and unique sauce using secret ingredients which give a genuine, tasty flavor to the chicken and grilled meats. With a variety of platters, "PIRI BOWLS", as well as sides such as the special roasted potato balls, vegetables, rice, and spiced French fries, delicious appetizers and salads compliment the meats and sandwiches. Piri Piri's famous poutine has won several top prizes in the city where restaurants are world renowned. To finish a perfect meal, desserts and the traditional Portuguese tarts called "Natas" are offered and are succulently loved by all. Piri Piri Rotisseries has established a great reputation in the greater Montreal area and among tourists for being a fresh, authentic, fast and traditional Portuguese Rotisserie that offers great food, excellent prices and a family-oriented service in a modern setting.



*The Concept*

After our proven success in the Montreal area, we are now embarking on an expansion plan to bring the Piri Piri experience to other areas of Montreal, Quebec, and Canada. We have now established a goal of 25 Piri Piri Rotisseries operating by the year 2025. To ensure that our goal is met, we have embraced franchising as the way to go and will be committed to work tirelessly to ensure success at every franchised location.



*The Plan*

Piri Piri's design concept is a fresh and modern look which attracts customers looking to enjoy their meal in a comfortable and relaxing setting.

The concept uses warm finishes and interesting elements throughout the space. A contrasting blue and white patterned tile is a reminder of traditional Portuguese culture and at the same time is a modern design element. This eye-catching patterned tile draws the client toward the service counter and encourages the customer to select his or her meal. Intimate seating is created by use of a combination of benches and chairs with warm wood finishes where patrons comfortably enjoy their meals. Group seating is easily obtained with flexible table layouts. Plant images give a fresh and clean look. The clientele will recognise the design inspiration from simple artistic Portuguese images. The overall effect of the Piri Piri concept is one of casual elegance and wholesome dining experiences.



*Decor*







To join a growing popular concept



To join a winning, successful and proven brand



To own your business **BUT NOT BE ON YOUR OWN !**



For Single, Multi-Unit and Area Development franchise



Exclusive trade area



To convert your existing restaurant into a PIRI PIRI Franchise



To be part of a team committed to growth & committed to ethical franchising and business practices obeying by the codes of ethical franchising of the CFA, CQF and IFA



# The Opportunity

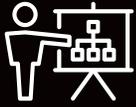




Assist in choosing, negotiating and leasing locations



Assist in construction



Train franchisee/manager on the technical and managerial aspects of the business



Provide guidance and support in the pre-launch of the business



Provide on-site support during opening



Provide continuous guidance and support post-opening



Conduct on-going research & development on all aspects to ensure franchise growth and sustainability

*The Support*



|  | <b>COST</b>           | <b>INCLUDES</b>  |
|--|-----------------------|--|
| Mall type location<br>(500 to 700 sf)          | \$280,000 – \$300,000 | Architectural plans / construction / equipment / cash flow ... |
| Dine-in street location<br>(1,600 to 2,000 sf) | \$460,000 – \$525,000 | Architectural plans / construction / equipment / cash flow ... |

|                       |          |  |
|-----------------------|----------|--|
| Franchisee investment | 40%      | Minimum financial requirement for PPE loan   |
| Franchise fee         | \$25,000 | Training, trademark, name & system use and pre-opening assistance                      |
| Duration of Agreement | 5 years  | Renewable for 3 additional terms of 5 years each                                       |
| Royalty               | 4.5%     | On-going use of trade name, mark & system and on-going post-opening support & guidance |
| Advertising fee       | 2.5%     | National or regional advertising fund  |
| Local Advertising     | 1%       | Managed and spent by franchisee  |

*The Estimated Cost*



To qualify as a Piri Piri Rotisseries Franchisee or Area developer, a candidate must possess the following characteristics:



Background in restaurant operation



Willingness to be hands-on in the running of the day to day business



Ability to work independently within Piri Piri Rotisseries franchise system



Passion for customer service



Hard working



Adequate financial requirements

# *The Qualification*

If you like our concept and our approach to business and you believe you can be a part of our team and also feel there is a genuine business opportunity owning and operating a Piri Piri Rotisseries restaurant, and have the above characteristics, we'd like to hear from you !

**TOGETHER, WE WILL GO THROUGH THE FOLLOWING STEPS :**

| <b>ACTION</b>                                    | <b>YOU</b> | <b>US</b> |
|--|------------|-----------|
| Complete the initial application form            | ✓          |           |
| Establish Contact                                |            | ✓         |
| Complete full application                        | ✓          |           |
| Arrange one-on-one meeting                       |            | ✓         |
| Sign NDA & request for a franchise               | ✓          |           |
| Conduct background check                         |            | ✓         |
| Provide copy of our standard franchise agreement |            | ✓         |
| Review agreement with lawyer                     | ✓          |           |
| Sign the franchise agreement                     | ✓          | ✓         |
| Lease a location                                 | ✓          | ✓         |
| Undergo training                                 | ✓          | ✓         |

*The Way Forward*







RÔTISSERIE PORTUGAISE



2710 rue Masson, bureau 207, Montréal (Québec) H1Y 1W5  
514 903-7474 option 4 [franchise@piri-piri.ca](mailto:franchise@piri-piri.ca)

PIRI-PIRI.CA  